Amendments to the Specification

Please replace the paragraph at page 8, lines 1 through 8 with the following amended paragraph:

In one embodiment of the present invention, the server system (100A and 100B, collectively referred to as 100), is located at the CSP/ISP data center 40 and the head end 50 of the cable network. Installation of the server system at the data center 40 and the head end 40 50 allows for scalability. The server system 100A at the data center 40 typically provides centralized management for configuring group profiles and content deployment options, while the server system 100B at the head end 50 preferably handles the registration, user profile updates, content deployment, and other services among the network devices 80.

Please replace the paragraph at page 9, lines 20 through 22 with the following amended paragraph:

In more detail, the management console 100 110 is preferably implemented as a web server. In one embodiment of the present invention, the management console 100 110 is a Microsoft® Internet Information Server (IIS) implementing Active Server Pages (ASP).

Please replace the paragraph at page 9, lines 23 through 28 and page 10, lines 1 through 2, with the following amended paragraph:

The management console 100 110 provides, upon request by a system administrator, a web page interface for specifying the content to deploy, the attributes of a group profile that target a market segment of potential consumers, installation information, and criteria for activating the content or displaying the promotions at the network devices. Upon submitting the web page, the management console 100 110 communicates with the system manager 120, via an Application Programming Interface (API) to store the targeted group profile, activation criteria, and the content and promotions to the data store 130. In one embodiment the API is a Microsoft® COM interface.

Please replace the paragraph at page 26, lines 26 through 29, with the following amended paragraph:

In cases where the connection is broken, the bulk data transfer agent 260 and the bulk data transfer manager 260 160 can detect that a connection was broken and will continue the download the content from the point in the transfer where the break occurred.

Please replace the paragraph at page 27, lines 24 through 25 with the following amended paragraph:

In Step 1002 7002, the system agent 220 intercepts the plug and play strings from the peripheral device when it is attached to the USB port.

Please replace the paragraph at page 27, lines 26 through 28 with the following amended paragraph:

In step 1004 7004, the system agent 220 then sends this plug and play string to the system manager 120 via the message router 150 and the queue managers along the path between the system agent 220 and the system manager 120.

Please replace the paragraph at page 28, lines 1 through 4, with the following amended paragraph:

In step 1006 7006, the system manager 220 120 then searches for a matching driver in its data store 130. Specifically, it compares the plug and play string received from the network device to plug and play strings of supported operating systems and supporting peripheral devices for which drivers are available.

Please replace the paragraph at page 28, lines 5 through 7 with the following amended paragraph:

In step 1008 7008, assuming the valid device driver has been located, the system manager 120 sends a message to the system agent 220 to download the driver providing its location.

Please replace the paragraph at page 28, lines 8 through 12 with the following amended paragraph:

In step ~~1010~~ 7010, the system agent requests the bulk data transfer agent 260 on the network device to download the driver. The bulk data transfer agent 260 then contacts the bulk data transfer manager 160 and downloads and stores the device driver on the network device. In parallel, the system manager 120 instructs the system agent 220 on how to install the device driver on the network device.

Please replace the paragraph at page 28, lines 13 through 14 with the following amended paragraph:

In step ~~1012~~ 7012, in the typical implementation, the device driver is dynamically loaded onto the network device.

Please replace the paragraph at page 28, lines 15 through 17 with the following amended paragraph:

In step ~~1014~~ 7014, when the driver has been successfully installed, the system agent 220 notifies the system manager 120. The system manager, in turn, updates the status of the network device in the system manager's data store 130.

Please replace the paragraph at page 28, lines 20 through 21 with the following amended paragraph:

In step ~~1016~~ 8016, the system agent 220 is notified when the peripheral is disconnected by the user from the network device.

Please replace the paragraph at page 28, lines 22 through 23 with the following amended paragraph:

In step ~~1018~~ 8018, the system agent 220 then requests an uninstall program from the system manager 120.

Please replace the paragraph at page 28, lines 24 through 25 with the following amended paragraph:

In step ~~1020~~ 8020, typically, the bulk data transfer agent 260 obtains the uninstalled program from the bulk data transfer manager 160.

Please replace the paragraph at page 28, lines 26 with the following amended paragraph:

In step ~~1022~~ 8022, the driver is then uninstalled.

Please replace the paragraph at page 28, lines 27 through 29 with the following amended paragraph:

In step ~~1024~~ 8024, upon the successful uninstall, the system agent 220 notifies the system manager 120 that the driver has been installed and the system manager 120 updates the network device's status.

Please add the following new paragraph at page 16, line 1:

In step 1114, the system agent 220 determines whether the content is a promotion.

Please add the following new paragraph at page 22, line 13:

In step 1216, the system agent 220 determines whether the installed content is a promotion.

Please add the following new paragraph at page 23, line 12:

In step 1314, the system agent 220 determines whether the content is a promotion.